

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Aprimo, Inc. (previously known as Aprimo, Incorporated)	06/28/2011
RECEIVING PARTY DATA	
Name:	Teradata US, Inc.
Street Address:	10000 Innovation Drive
City:	Miamisburg
State/Country:	OHIO
Postal Code:	45342-4927
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	11829635
Application Number:	12641694
CORRESPONDENCE DATA	
Fax Number:	(937)847-8425
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	937-242-4727
Email:	Karen.Chuna@Teradata.com
Correspondent Name:	James M. Stover
Address Line 1:	10000 Innovation Drive
Address Line 4:	Miamisburg, OHIO 45342-4927
ATTORNEY DOCKET NUMBER:	APRIMO ASSIGNMENTS
NAME OF SUBMITTER:	John D. Cowart
Total Attachments: 3 source=Patent_Assignment_Aprimo#page1.tif source=Patent_Assignment_Aprimo#page2.tif source=Patent_Assignment_Aprimo#page3.tif	

CH \$80.00 11829635

ASSIGNMENT OF PATENTS

This Assignment of Patents (this "Assignment") is made as of June 28, 2011, by **APRIMO, INC., (previously known as APRIMO, Incorporated)**, a Delaware corporation with its principal place of business at 900 East 96th Street, Suite 400, Indianapolis, Indiana 46240 ("Assignor"), to **TERADATA US, INC.**, a Delaware corporation with its principal place of business at 10000 Innovation Drive, Miamisburg, OH 45342 ("Assignee").

WHEREAS, as part of an integrated plan of restructuring, the board of directors of Assignor has determined that it is advisable and in the best interests of Assignor that Assignor be merged (the "Merger") with and into Teradata Operations, Inc., the parent of Assignee ("TDC Operations");

WHEREAS, as part of the integrated plan of restructuring and to allow for the segregation of the workforce, sales activity and management of Assignor from its intellectual property in a manner consistent with the operations of Assignee, and in order to avoid multiple transfers and recordings with respect to the intellectual property of Assignor, Assignor is, at the instruction of TDC Operations, assigning its intellectual property to Assignee, on behalf of and as a contribution of capital to Assignee by TDC Operations; and

WHEREAS, Assignor therefore desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under Assignor's registered and unregistered domestic and foreign patents and patent applications, including without limitation, the patents and patent applications listed on Schedule A annexed hereto and incorporated herein by reference (all of the foregoing being referred to herein as the "Patents").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer and convey unto Assignee all right, title and interest in and to the patent applications and patents listed below, any patents, registrations, or certificates of invention issuing on any patent applications listed below, the inventions disclosed in any of the foregoing, any and all United States, international and foreign patents, applications and certificates of invention based upon or covering any portion of the foregoing, any foreign counterpart patent or counterpart patent application to the foregoing, and all reissues, re-examinations, requests for continuing examinations, divisionals, renewals, extensions, provisionals, continuations and continuations-in-part of any of the foregoing (collectively "Patent Rights").

Assignor further agrees to and hereby does sell, assign, transfer and convey unto Assignee all rights:

- (i) in and to causes of action and enforcement rights for the Patent Rights including all rights to pursue damages, injunctive relief and other remedies for past and future infringement of the Patent Rights, and
- (ii) to apply in any or all countries of the world for patents, certificates of invention or other governmental grants for the Patent Rights, including without limitation under the Paris Convention for the Protection of Industrial Property, the International Patent Cooperation Treaty, or any other convention, treaty, agreement or understanding.

Assignor also hereby authorizes the respective patent office or governmental agency in each jurisdiction to issue any and all patents or certificates of invention which may be granted upon any of the Patent Rights in the name of Assignee, as the assignee to the entire interest therein.

[Signature Page Follows]

IN WITNESS WHEREOF this Assignment is executed at Dayton, Ohio on June 28, 2011.

ASSIGNOR: APRIMO, INC.

By: Laura K Nyquist
Name: Laura K. Nyquist
Title: Secretary

STATE OF OHIO)
COUNTY OF MONTGOMERY)

On June 28, 2011, before me, Deborah C. MacDonald, Notary Public in and for said State, personally appeared Laura K. Nyquist, Secretary of Aprimo, Inc., personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature Deborah C MacDonald (Seal)
My Commission expired Aug. 29, 2011.

ASSIGNEE: Teradata US, INC.

By: Margaret A. Treese
Name: Margaret A. Treese
Title: Assistant Secretary

STATE OF OHIO)
COUNTY OF MONTGOMERY)

On June 28, 2011, before me, Deborah C. MacDonald, Notary Public in and for said State, personally appeared Margaret A. Treese, Assistant Secretary of Teradata US, Inc., personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature Deborah C MacDonald (Seal)
My Commission expired Aug. 29, 2011.

SCHEDULE A

Registered Patents

[Confirm no registered patents]

Pending Patent Applications

Patent Application Serial No.	Country	Title	Filing Date
11/829635	US	Object Oriented System and Method for Optimizing the Execution of Marketing Segmentations	27-Jul-2007
12/641694	US	Complex Relational Database Extraction System And Method With Perspective Based Dynamic Data Modeling	18-Dec-2009
07397026.1	Europe	Object Oriented System and Method for Optimizing the Execution of Marketing Segmentations	30-Jul-2007
09179833.0	Europe	Complex Relational Database Extraction System And Method With Perspective Based Dynamic Data Modeling	18-Dec-2009